

**Tourism Board Meeting
October 13, 2005
City Hall Board Room**

Board Members Present: Lawrence McFall, Sarah Latham, Dale Castiglione and Wayne Oakes

Board Members Absent: Jimmy Farlow, Phil Mays, Anil Patel, Laurie Moran and Tim Mantooth

Others in attendance: Lynne Bjarnesen, Tish Lindsey, Rosalee Maxwell, Gloria Herren and Julie Allen

In Chairman Phil Mays absence, the Vice-Chair Lawrence McFall called the meeting to order. Members of the Historical Committee were welcomed.

A thank-you from the Institute Conference Center for the social gathering held after the September meeting was shared with the Board.

The minutes of the September meeting will have to be approved in November due to the lack of a quorum.

Committee Reports:

Communications Committee: Destination: Danville metal racks have been distributed (courtesy of DRHTA) to the following locations: Welcome Center, Airport, Chamber, DDA, Community Market, Best Western, Comfort Inn, Sleep Inn, Stratford Inn, Cyber Café (ICC), Benders, DSC, DMFAH, VIR, NCBT and Glass & Stone. Destination: Danville may grow to a quarterly publication in the 2006-07 fiscal year. During Tourism Week in May it is planned to bring tourism related business displays into the Welcome Center.

Historical Committee: The Crossing, Grove Street Cemetery and the Self-Guided Tour of Civil War Sites brochures are completed. Work is proceeding on the training curriculum for tour guides. As part of its reunion, the Class of 1955 held a City-wide tour which will prove to be a useful tool in the curriculum development. Langhorne House received \$75,000 from Grant Trust. Lawrence McFall has helped develop a photo archive for the Danville Pittsylvania County Chamber of Commerce. The Veterans Memorial Walkway Groundbreaking will be held on November 11 in Dan Daniel Memorial Park.

Hotel & Attraction Committee: Southside Virginia will have a presence for “Virginia on the Move” exhibit associated with the Jamestown 2006 Sail. The confirmed partners are Halifax County Tourism, VIR, Berry Hill, Danville Tourism and possible additions are Bedford and Clarksville. The ports of call are Alexandria, Baltimore, Philadelphia, New York, Boston and Newport for 38 public port days. VTC’s efforts will focus on the meeting and convention planners, group leaders, tour operators, travel agents and media, plus the consumer.

Thirty-six adult and 25 children’s tickets were sold at Rail Day on September 24. Lawrence McFall and Danny Rickets did a wonderful job guiding the wreck site tours. Plans for next year include a weekend pass, a scavenger hunt for kids and Amtrak participation.

The Institute Conference Center held a meeting for its Hotel Alliance on September 27 where the goals and impact were presented.

Restaurant Committee: There is no new report at this time.

Budget Committee: There is no new report at this time.

Old Business –

- Concert update: The attendance at the Trace Adkins/Gary Allan (Oct 1) concert was over 5000.

New Business –

- Upcoming events: Oct 16 – Zurich Chamber Orchestra; Oct 21– TGIF at The Crossing (fundraiser for Historic Murals of Danville); Oct 22 – Crossing Clean Up; Oct 22 – Heart & Stroke Walk; Oct 23 – ArtWalk; Oct 23 – Greenhill Cemetery Tour (fundraiser for Danville Historical Society); Oct 28 – West Piedmont Trails Symposium; Oct 28 – Jazz on the Patio III (fundraiser for Downtown Danville Association); Oct 29 – NC State Union Rugby Championship; Oct 29 – Coca Cola Fall Fest; Oct 29 – Fall Classical Concert

Meeting adjourned.

The next Tourism Board meeting will be held on November 10 at 3:30 p.m. in the City Hall Board Room.